

A Message From

Florida Blue

Greetings,

Florida Blue is excited to welcome **Leslie Moland, MHA**, Senior Director of Regional Business Development, and **Ashley Saba**, Market Development Manager, to the northwest Florida Blue Team. Providing a local commitment to meeting the diverse needs of the communities we serve is critical to the success of our company. Leslie and Ashley's geography scope will include 19 counties: Escambia, Santa Rosa, Okaloosa, Walton, Bay, Holmes, Washington, Jackson, Calhoun, Franklin, Gadsden, Gulf, Wakulla, Jefferson, Lafayette, Leon, Liberty, Madison, and Taylor.



For over 10 years, **Leslie** has called the Emerald Coast (Walton and Okaloosa counties) home and during that time established herself as a trusted leader. In her new role, she will be responsible for strategic business growth and community engagement. Prior to joining the Florida Blue team, she served as a senior leader at one of the area's largest multi-specialty physician groups with responsibility for business development, corporate development, strategic marketing and public relations.

Leslie is generous with her time and talents and serves on a variety of boards and committees. As of current, she serves as Chair of the Niceville Chamber of Commerce Board of Directors. Because of her commitment to the community, Leslie has been recognized as a United Way Emerald Coast *40 Under 40* and a Niceville *Making a Difference* recipient. A graduate of Auburn University and Louisiana State University, Leslie has degrees in public relations and communication and holds a Master of Health Administration.



Growing up along the Panhandle, **Ashley** has a passion for her community and giving back. In her new role, she will be responsible for planning and execution of local go-to-market efforts and community engagement. Prior to joining the Florida Blue team, she was the Business Development Specialist for a large regional food and drink distribution company and had responsibility for business relations, sales, and marketing. Through her career, she has been able to build trusting relationships with key businesses and community leaders throughout

northwest Florida.

Ashley is an alum of the University of West Florida with a Bachelor of Arts in Health Science and a minor in Public Administration. Ashley is a proud graduate of Leadership Pensacola and was recently recognized as a 2024 InWeekly *Rising Star*. Her favorite places to give back are Manna Food Pantries, Ronald McDonald House of Northwest Florida, United Way, and at her daughter's ballpark. She currently serves on the Board of Directors for the Pensacola MESS Hall.

Please help me congratulate **Leslie** and **Ashley** on their new roles!

Sincerely,

Hong Potomski
Market Leader
